5 FAH-7 H-150 PUBLICATIONS

(CT:GRPH-2; 06-16-2012)
(Office of Origin: A/GIS/GPS)
(Updated only to revise Office of Origin)

5 FAH-7 H-151 GENERAL

(CT:GRPH-2; 06-16-2012)

a. Publication standards cover all publications produced by the Department. They also apply to contractor-produced publications that are distributed in the Department's name.

b. Design standards are flexible to accommodate the different types of publications in the Department. Because of this flexibility, design standards provide continuity in Department identification yet allow publication developers to be creative with other design details. Standards for cover formats are provided in 5 FAH-7 Exhibit H-151 for typography and the placement of identification elements and titles. There are, however, many options for title size and layout, type of illustration, and the use of color. For suggestions on color and illustration possibilities, contact the Customer Service Center.

c. Publications should be trim for economical purposes and to make storage, handling, and distribution easier. 5 FAH-7 H-153 describes the four common sizes, or cover formats, of Department publications. 5 FAH-7 H-154 covers the interior print layouts of these formats.

5 FAH-7 H-152 TYPOGRAPHIC AND LAYOUT VARIATIONS

(CT:GRPH-2; 06-16-2012)

The 5 FAH-7 Exhibit H-151 illustrates some of the cover layout variations available to Department designers. These variations allow some flexibility in the placement of the seal, Department identification, and publication title and subtitle. As shown in the exhibit, the seal can be placed in the upper left or right of the covers, opposite the Department name; or it may appear at the bottom left or bottom center of the cover. If the seal is used as an illustration, it need not appear elsewhere on the cover. 5 FAH-7 H-121 discusses the mandatory use of the seal and Department identification on the cover of any Department publication.

5 FAH-7 H-153 COVER FORMATS

(TL:GRPH-1; 08-01-1995)

a. There are four different formats within the Department's design system. They are described in the following subsections. Interior print formats are discussed in 5 FAH-7 H-154. For assistance with designing a cover, contact the Customer Service Center on (202)736-7470.

b. Note that in all formats the seal may be placed at the upper left, upper right, lower left, or lower center, depending on the overall design of the cover.

5 FAH-7 H-153.1 Cover Format No. 1

(CT:GRPH-2; 06-16-2012)

a. Cover format No. 1 is the largest vertical publication format in the State Department system. Like all other formats, it includes Department identification at the top, title and subtitles next, and illustration (if any) at the bottom portion of the cover.

b. Specifications for layout and typography and, as an example, the size and placement of the seal are as indicated in 5 FAH-7 Exhibit H-153.1. Title size may 30, 36, 42, or 48 points, depending on length.

5 FAH-7 H-153.2 Cover Format No. 2

(CT:GRPH-2; 06-16-2012)

Cover format No. 2 is the mid-sized vertical format. Specifications for cover format 2 are as noted in 5 FAH-7 Exhibit H-153.2. Title type may be in 24, 30, 36, 42, or 72 points, depending on length.

5 FAH-7 H-153.3 Cover Format No. 3

(CT:GRPH-2; 06-16-2012)

Cover format No. 3 is the vertical format that fits into a #10 envelope. This format, because it is so narrow, does not place the seal adjacent to the Department signature; instead it is located below the title, in the lower left, or lower center, depending on the overall design of the publication. *See* 5 FAH-7 Exhibit H-153.3.

5 FAH-7 H-153.4 Cover Format No. 4

(CT:GRPH-2; 06-16-2012)

This format No. 4, design uses the landscape page style. It is the most horizontal format available for Department publications. The type sizes are 30, 36, or 48

points for the cover page. Other specifications are as indicated in 5 FAH-7 Exhibit H-153.4.

5 FAH-7 H-154 COVER ILLUSTRATION

(TL:GRPH-1; 08-01-1995)

The designer of a Department publication may choose to integrate illustrations within a cover. For assistance with handling illustrations for a cover format contact the Customer Service Center.

5 FAH-7 H-155 INTERIOR PRINT LAYOUTS

(TL:GRPH-1; 08-01-1995)

The interior design of all publications is based on a series of grids which allows column format. One, two, three, or four columns can be used for the interior layouts depending on the type of cover for publication. The interior print layouts for the different cover formats are discussed below:

(1) Cover format No. 1 This is an 8 1/2 x 11 inches format and normally uses a one, two, or three column grid print format.

(2) Cover format No. 2: This is a "paperback" format of 5 7/8 x 9 1/8 or 6 x 9 inches. It is useful for text publications. Its size permits convenient handling, yet accommodates large amounts of text. This format may use a one or two column grid.

(3) Cover format No. 3: This format is approximately 3 3/4 x 8 1/2 inches in size, the one column grid is the standard application. This format has several practical advantages: It is a convenient "pocket" size, thus it is useful for publications such as travel information brochures and compact literature displays. It is designed to fit into a #10 envelope for convenient mailing.

(4) Cover format No. 4: This format is in the landscape style of 11 x 8 1/2 inches, which is a large horizontal format. This style is especially appropriate for publications with large graphic displays such as maps. Several grid column formats can be used in this format.

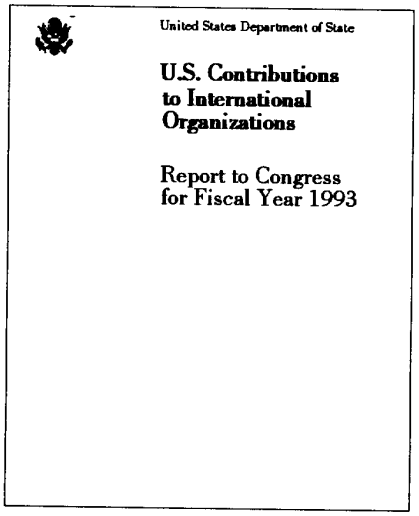
5 FAH-7 H-156 THROUGH H-159 UNASSIGNED

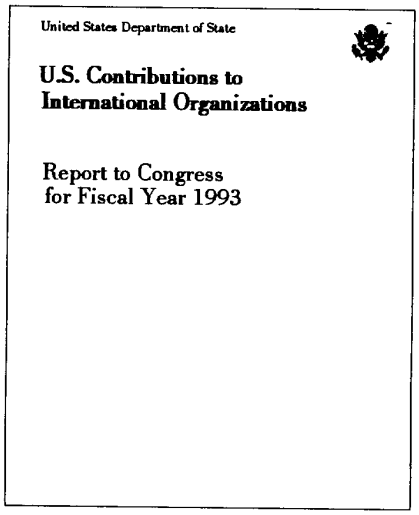
(TL:GRPH-1; 08-01-1995)

5 FAH-7 EXHIBIT H-151 PUBLICATION CONVER PAGE TYPOGRAPHIC AND LAYOUT VARIATIONS

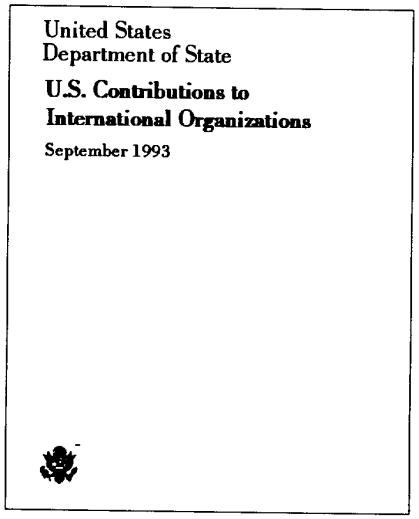
(CT:GRPH-2; 06-16-2012)

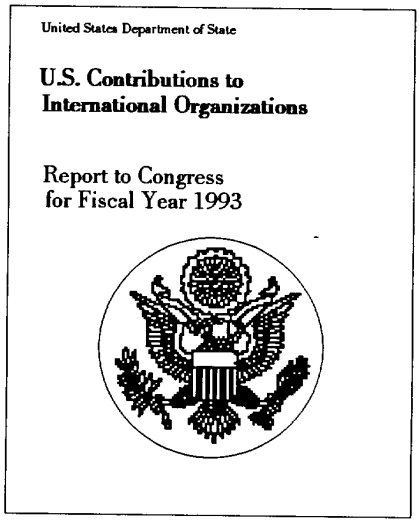
Title Placement





Department Identification





5 FAH-7 EXHIBIT H-153.1
COVER FORMAT NO. 1

(CT:GRPH-2; 06-16-2012)

Cover Format 1
8 1/2 x 11 inches
Identification: Helvetica
Title: Helvetica Bold
Subtitle: Helvetica

United States Department of State

Foreign Affairs Handbook

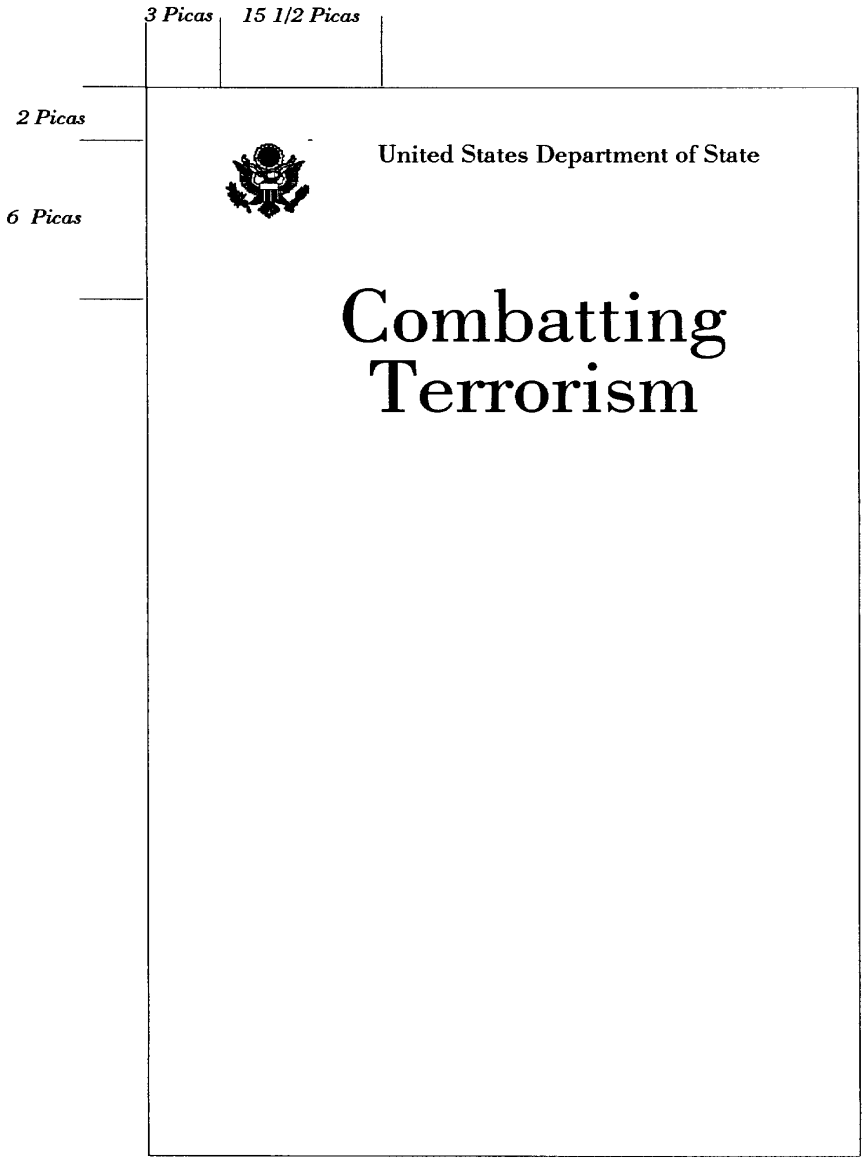
5 FAH-1 Correspondence Handbook

Supplemental Series to the Foreign Affairs Manual

5 FAH-7 EXHIBIT H-153.2
COVER FORMAT NO. 2

(CT:GRPH-2; 06-16-2012)

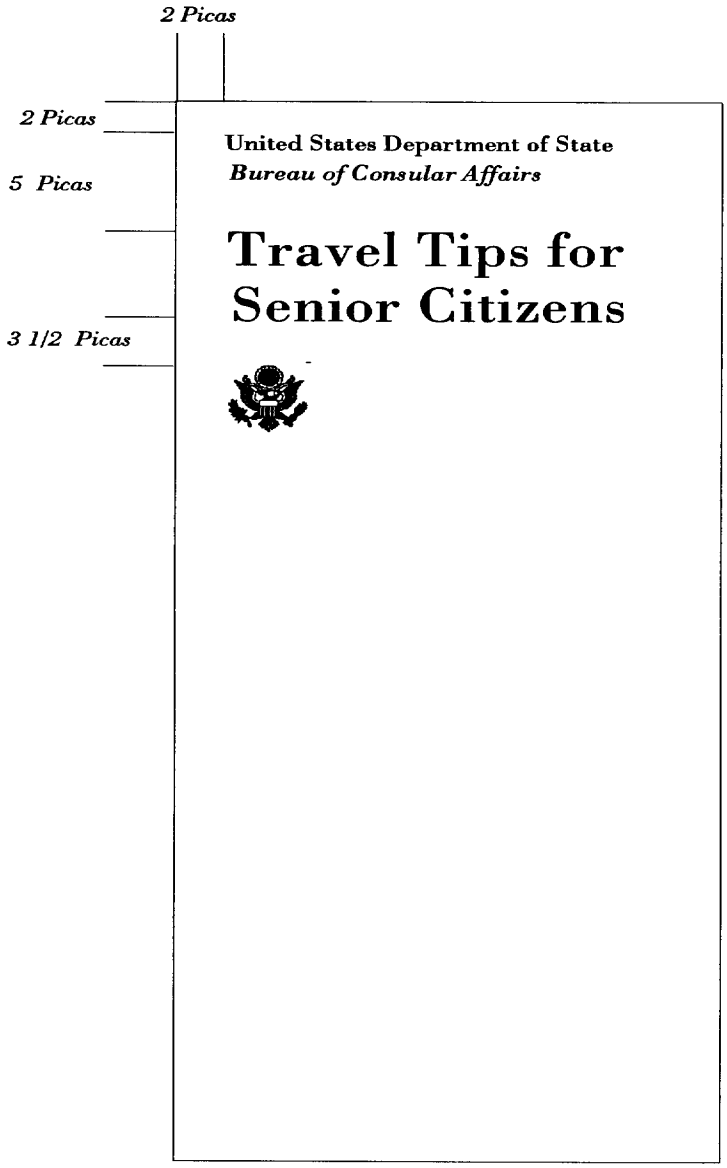
Cover Format 2
5 7/8 x 9 1/8 inches ***(or 6 x 9 inches)***
Identification: 14 pt. Bodoni Book
Seal: 5/8 inch
Title: 42/42 pt. Bodoni Book



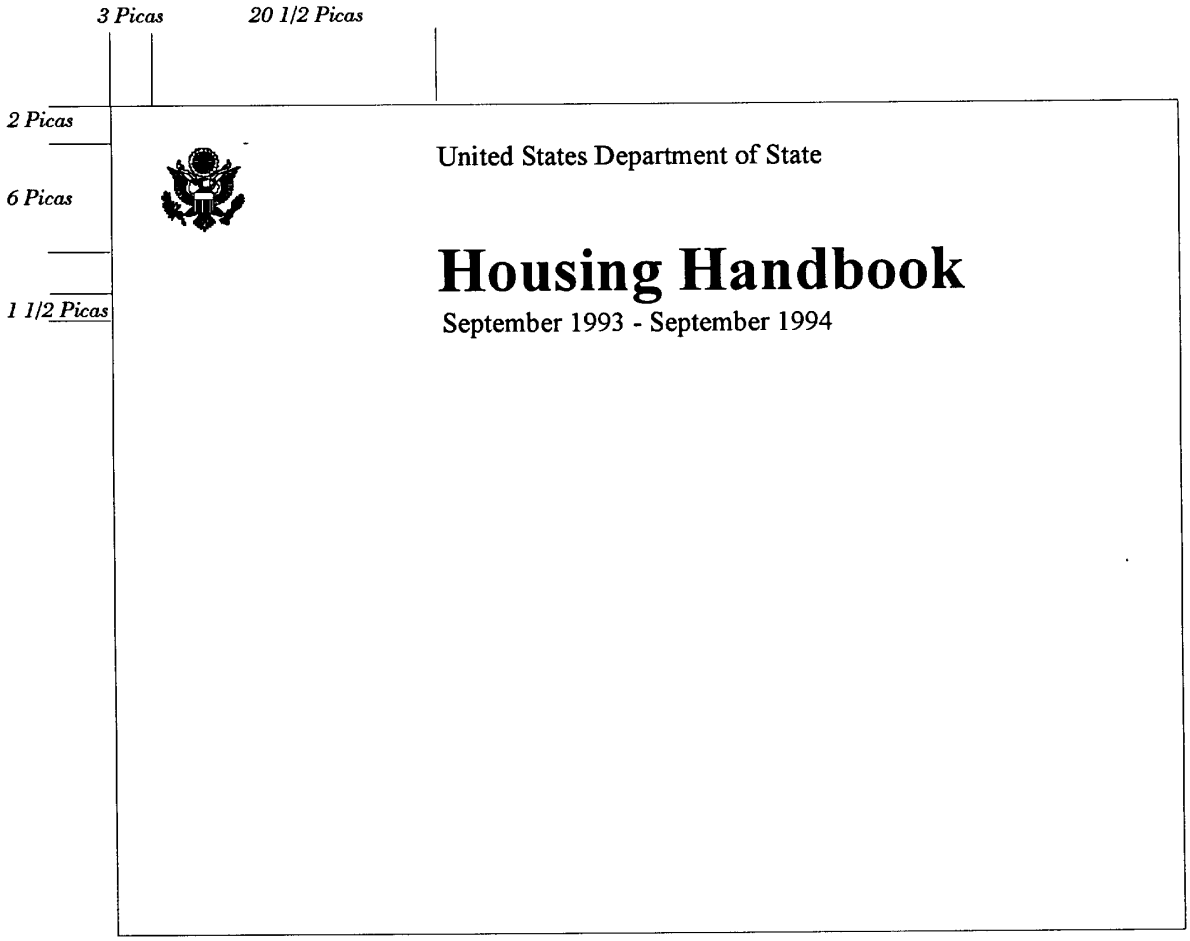
5 FAH-7 EXHIBIT H-153.3
COVER FORMAT NO. 3

(CT:GRPH-2; 06-16-2012)

Cover Format 3
3 3/4 x 8 1/2 inches
Identification: 14 pt. Bodoni
Seal: 5/8 inch
Title: 42/42 pt. Bodoni



5 FAH-7 EXHIBIT H-153.4
COVER FORMAT NO. 4

(CT:GRPH-2; 06-16-2012)

Cover Format 4
11 x 8 1/2 inches
Identification: 18 pt. Times Roman
Seal: 7/8 inch
Title: 42 pt. Times Roman Bold
Subtitle: 18 pt. Times Roman